ORDER

Orders Order / Rev: 168671 Alt Order #: 06362262 Product Desc: **OBAMA 4 PRESIDENT:60** Estimate: 1958 WDJT-TV-LP Flight Dates: 10/04/12 - 10/10/12 Primary AE: Matthew Norten Original Date / Rev: 10/03/12 / 10/03/12 Sales Office: HDC Order Type: **GENERAL** Sales Region: NAT Agency Name: **GMMB Greer Margolis Mitchell Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 1010 Wisconsin Ave. NW Billing Cycle: EOM/EOC Washington, DC 20007 Agency Commission: 15% Advertiser Name: Poli/Obama for President Demographic: A35+ New Business Thru: Product Codes: PL Candidate Order Separation: 00:15:00 Priority: P-2 Advertiser External ID: Revenue Codes: AGY, POL, CAND Agency External ID:

Bill	Plan
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Order Share

					lotais				
Start Date	End Date	# Spots G	Pross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
10/01/12	10/10/12	26	\$44,650.00	\$37,952.50	October 2012	26	\$44,650.00	\$37,952.50	0.00
					Totals	26	\$44,650.00	\$37,952.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

Total

WDJT-TV-LP	17%	\$44,650.00
Market	100%	\$262,647.06
Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	1%	\$2,626.47
WCGV	0%	\$0.00
WISN	27%	\$70,914.71

Share

WCGV	0%	\$0.00
WISN	27%	\$70,914.71
WITI	31%	\$81,420.59
WMLW-	2%	\$5,252.94
WPXE	0%	\$0.00
WTMJ	22%	\$57,782.35
WVTV	0%	\$0.00
WYTU	0%	\$0.00

Ln Cn		∟nd	Inventory Code		Start/End	Time Days	Len S	oots	Rate Pri	Rtg Type	Spots	Amount
1 WDJT	10/07/12 1	10/07/12	CBS Sunday Mor	_	8a-930a (8:00 AM-9:3	1 60 AM)	1:00	1	\$1,500.00P-2	0.00 NM	1	\$1,500.00
<u>Start</u> Week: 10/0		nd <u>Date</u> 0/07/12	Weekdays	Spots/Week	Rate	Rating						
			C 40 4000		\$1,500.00	0.00						
E 2 VVDJ!	10/07/12 1	10/07/12	Sun 10-1030a Green Bay Nation	CM n	10a-1030a	1	1:00	1	\$200.00LUR	0.00 NM	1	\$200.00
		nd Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/0	1/12 10	/07/12	<u>-</u>	1	\$200.00	0.00						

Print Date: 10/03/12 11:00:47

Page 2 of 3

Order / Rev:

168671

Advertiser:

Poli/Obama for President

Alt Order #: Flight Dates: 06362262

10/04/12 - 10/10/12

Produ

Product Desc:

OBAMA 4 PRESIDENT:60

Estimate:

1958

WDJT-TV-LP

Ln Ch	n Sta	art End	Inventory Co	ode Brea	ak Start/En	nd Time Days	Len S	note	Pata D	i Dia Tuma	O1-	A
E 3 W	DJT 10/0	4/12 10/05/1	2 Let's Make a l	Deal 9a-106M	858a-10a	TF		1		i Rtg Type		Amount \$200.00
	Start Dat	e End Date	Let's Make a Weekdays	Deal 9a-10a Spots/Wee	N D. 4-	D-10-				0,00	`	Ψ200.00
	10/01/12	10/07/12	TF	Spots/yvee	<u>k Rate</u> 1 \$20 0 .00	<u>Rating</u> 0.00						
E 4 WD	OJT 10/0	8/12 10/10/1	2 Let's Make a I Let's Make a I		858a-10a	MTW	1:00	1	\$200.00LL	R 0.00 NM	1	\$200.00
Week:	Start Date 10/08/12	10/14/12	MTW	Spots/Wee	<u>Rate</u> 1 \$200.00	Rating 0.00						
			2 Price Is Right Price is Right	10a-11a CM 10a-11a	10a - 11a	MTW	1:00	1	\$1,400.00P-	0. 00 NM	1	\$1,400.00
	Start Date 10/08/12	<u>End Date</u> 10/14/12	<u>Weekdays</u> MTW	Spots/Wee	<u>k</u> <u>Rate</u> 1 \$1,400.00	Rating 0.00						
		1/12 10/05/1	2 Y&R 11a-12p	СМ	11a - 12p	TF	1:00	1	\$700.00P-2	0.00 NM	1	\$700.00
	Start Date	End Data		he Restless 11						3.00 (11)		Ψ100.00
-	10/01/12	End Date 10/07/12	<u>Weekdays</u> ⊤F	Spots/Weel	<u>K Rate</u> 1 \$700.00	Rating 0.00						
7 WD.	JT 10/08	3/12 10/10/12	Y&R 11a-12p The Young & t	CM he Restless 11	11a - 12p	MTW	1:00	1	\$700.00P-2	0.00 NM	1	\$700.00
_	Start Date		<u>Weekdays</u>	Spots/Weel		Rating				j		
-	10/08/12 IT 10/04	10/14/12 /12 10/05/12	MTW News at Noon	СМ	\$700.00	0.00						
0 1150	31 10/04	112 10100112	News at Noon	CIVI	12p-1230p	TF	1:00	1	\$300.00P-2	0.00 N M	1	\$300.00
_	Start <u>Date</u> 10/01/12	End Date 10/07/12	<u>Weekdays</u> ~TF-~	Spots/Week		Rating						
			News at Noon		\$300.00 12p-1230p	0.00 MTW	1:00		\$300.00 P-2	0.00 NM		***
_			News at Noon				1.00	•	ψ300.00 F-Z	0.00 NM	1	\$300.00
Week: 1		End Date 10/14/12	<u>Weekdays</u> MTW	Spots/Week		Rating 0.00						
		12 10/10/12	Dr. Phil 4p-5p Dr. Phil 4p-5p	CM	4p-5p	MTW	1:00	2	\$600.00P-2	0.00 NM	2	\$1,200.00
<u>S</u> Week: 1	tart Date 0/08/12	<u>End Date</u> 10/14/12	<u>Weekdays</u> MTW	Spots/Week 2		Rating 0.00						
E 11 WDJ	T 10/04/	12 10/05/12	M-F 5pm News M-F 5pm News	СМ	5p-530p	TF	1:00	1 \$	51,000.00P-1	0.00 NM	1	\$1,000.00
Week: 10		End Date 10/07/12	Weekdays	Spots/Week 1	<u>Rate</u> \$1,000.00	Rating 0.00						
E 12 WDJ	T 10/08/	12 10/10/12	M-F 5pm News M-F 5pm News	СМ	5p-530p	MTW	1:00	1 \$	1,000.00P-1	0.00 NM	1	\$1,000.00
<u>St</u> Week: 10	tart Date 0/08/12	End Date 10/14/12	<u>Weekdays</u> MTW	Spots/Week 1	<u>Rate</u> \$1,000.00	Rating 0.00						
13 WDJ1	Γ 10/04/1	12 10/05/12	Jeopardy 6p-630 6p-630p/Jeopard		M-F 6p-630p	TF	1:00	1 \$	1,500.00P-2	0.00 NM	1	\$1,500.00
<u>St</u> Week: 10	art Date 0/01/12	End Date 10/07/12	<u>Weekdays</u> TF	Spots/Week 1	<u>Rate</u> \$1,500.00	Rating 0.00						
		2 10/10/12	Jeopardy 6p-630 6p-630p/Jeopard	р СМ	M-F 6p-630p		1:00	1 \$	1,500.00P-2	0.00 NM	1	\$1,500.00
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating				1		
Week: 10		10/14/12	MTW Wheel of Fortune		\$1,500.00	0.00						
13 14031	10/00/1	2 10/10/12	630p-7p/Wheel	e good-vaivi	M-F 630p-7p	MTW	1:00	2 \$1	1,500.00P-2	0.00 NM	2	\$3,000.00
<u>Sta</u> Week: 10	art <u>Date</u> /08/12	End Date 10/14/12	Weekdays MTW	Spots/Week 2	<u>Rate</u> \$1,500.00	Rating 0.00						
E 16 WDJT	10/09/1		Tu 9p - 10p Vegas		Tu 9p - 10p	-1	1:00	1 \$2	2,000.00LUR	0.00 NM	1	\$2,000.00
Sta Week: 10	art <u>Date</u> /08/12	End Date 10/14/12	Weekdays -1	Spots/Week 1	<u>Rate</u> \$2,000.00	Rating 0.00						
17 WDJT	10/04/12	2 10/04/12		СМ	Th 7p - 8p	1	1:00	1 \$6	6,000.00P-2	0.00 NM	1	\$6,000.00
Sta	art Date	End Date	Big Bang/Two an Weekdays	d Haif Men Spots/Week	<u>Rate</u>	Rating				j		
				SPOTOL FACILITY	HAIC	i zeniiA						

Print Date: 10/03/12 11:00:47

Page 3 of 3

Order / Rev: Alt Order #:

Flight Dates:

168671

06362262

10/04/12 - 10/10/12

Advertiser:

Estimate:

Poli/Obama for President

Product Desc:

OBAMA 4 PRESIDENT:60

1958

WDJT-TV-LP

	nd Inventory Cod	e Break	Start/End	d Time Days	Len Sp	oots Rate P	ri Rtg Type	Spots	Amount
17 WDJT 10/04/12 10		СМ	Th 7p - 8p	- 1	1:00	1 \$6,000.00P			\$6,000,00
Start Date End	Big Bang/Two a d Date Weekdays								40,000.00
	<u>Date</u> <u>Weekdays</u> 07/121	Spots/Week		Rating					
E 18 WDJT 10/05/12 10		CM	\$6,000.00	0.00				l	
	CSI: New York	Civi	Fri 7p - 8p	1	1:00	1 \$2,400.00P-	2 0.00 NM	1	\$2,400.00
	<u>Date</u> <u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating					
	07/121	1	\$2,400.00	0.00					
E 19 WDJT 10/07/12 10	•	CM	6p - 7p	1	1:00	1\$12,000,00P-	1 0.00 NM	1	\$12,000.00
	60 Minutes					, ,=,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	. 0.00 14101	'	\$12,000.00
	Date Weekdays	Spots/Week	<u>Rate</u>	Rating					
	07/121	1	\$12,000.00	0.00					
E 20 WDJT 10/08/12 10/		CM	10p-1035p	MTW	1:00	2 \$1,600.00P-2	2 0.00 NM	2	\$3,200.00
	M-F Late News						5.55	_	Ψ0,200.00
	Date Weekdays	Spots/Week	<u>Rate</u>	<u>Rating</u>			ľ		-
Week: 10/08/12 10/1			\$1,600.00	0.00					
E 21 WDJT 10/08/12 10/			1035p-1135 _l	p MTW	1:00	1 \$200.00LU	R 0.00 NM	1	\$200.00
	Letterman 1035p	-1135p						·	4200.00
Start Date End		Spots/Week	<u>Rate</u>	Rating			1		
Week: 10/08/12 10/14		1	\$200.00	0.00					
E 22 WDJT 10/07/12 10/0	•	Regula&PRT	NFL Early G	ame1	1:00	1 \$4,000.00P-2	0.00 NM	1	\$4,000.00
	NFL Early Game								* .
Start Date End I		Spots/Week	Rate	Rating			- 1		
Week: 10/01/12 10/07	· · · · · · · · · · · · · · · · · · ·	· 	\$4,000.00	0.00					
E 23 WDJT 10/06/12 10/0				Sat 11⊱1-	1:00	1 \$150.00 LUF	MN 00.0	1	\$150.00
	SEC Afternoon G	ame (2:00 PM-5:00	0 PM)			ŀ		*********
Start Date End I		Spots/Week	Rate	Rating			ı		
Week: 10/01/12 10/07	7/121-	1	\$150.00	0.00					
							Totals	26	\$44,650,00
								20	Ψ -1 ,000.00